

The Rubbish Resource



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Recent consolidations are impacting the solid waste hauling industry. Two guest contributors offer their opinions on the topic. The opinions stated are those of the authors and do not portray the opinions of DES.

**Joseph Fusco, Vice President
Casella Waste Systems**

Waste management in the United States is undergoing a dramatic transition. Driven by shifts in public policy and cultural attitudes concerning our environmental heritage, it's a transition that deeply affects the region's communities. It's a transition characterized by the emergence of a more regionally competitive and environmentally skilled waste industry made up of fewer, yet better capitalized and increasingly sophisticated, companies. Not only does this transition create opportunities for companies who can rise to meet the challenges of modern waste management, it also presents opportunities for business and industry, individuals, and our communities to address these challenges with dynamic, long-term solutions.

Where little or no regulation or standards once existed, today federal and state governments have developed comprehensive waste management strategies. From mandatory recycling and performance standards to issuing and reviewing stringent permits for all service providers, they expect and demand more from companies and municipalities who strive to meet heightened technical expectations and regulations.

Waste management is a vastly transformed activity. Its economics are different. Its standards for performance are different. Managing solid waste -- correctly -- today is not a simple, inexpensive activity. Meeting these new standards and expectation requires significant long-term financial commitments and resources.

The desire for better environmental management and the need to respond to public demand has set higher standards that fewer companies are able to meet. In this competitive environment, only those companies with the skill, commitment, and the resources to meet the challenge will perform over the long term. To succeed, waste management companies now must:

- respond quickly to the demands of the market,
- be aggressively customer-focused and responsive, and
- configure and use their resources to provide municipalities

TWO PERSPECTIVES ON WASTE INDUSTRY CONSOLIDATION

**Barry Normandeau, President
Normandeau Trucking, Inc.**

Today, the small independent waste haulers are faced with the consolidation of the waste industry which threatens their very existence. The larger waste companies are buying the smaller companies, hereby reducing the competition and increasing prices. In addition, the larger waste companies control a majority of the disposal capacity in the state and potentially can charge themselves less for disposal than the smaller independent companies.

Together, the independents are seeking to create a business climate that ensures their survival and gives their customers good service at a fair price. Without the independents, competition would decrease and prices would rise. The independents hope to leverage their "safety in numbers" to gain better disposal fees, protect themselves, the customers, and gain services that separately they could not. This positioning of the independent waste haulers will foster a healthy group of haulers in the state for years to come.

To address this growing problem, the small independent waste haulers are forming a group through the NH Motor Transport Association. Its mission is to work together to develop strategies which will ensure survival of the small independent haulers. One strategy would be to negotiate contracts with the owners of the private disposal facilities as a group. This strategy would be a win-win situation for both sides. The disposal companies would be assured of a large quantity of waste and the group of small independent haulers would be assured of receiving the lowest price for disposal.

This positioning will give far better decentralized coverage area wide that answers the customer's needs first, and not the stockholders. A local, customer responsive, personal touch is what the independents provide. The large companies are continually being bought out and service has become a secondary consideration. Independent waste hauler's service not only answer each customer's need with fair and reasonable pricing, but monies spent stay in the community to do further service. Bigger is not

both a flexible menu of waste services and long-term stability.

To us, the choice is clear. Make the investment necessary to provide outstanding, environmentally sound services. Make the investment required to allow our communities to meet the mandate of public policy. Invest in the people who can get the job done. Build teams of committed, local, small businesses that provide our rural communities with the collective resources to advance and protect our natural heritage.

better and this has been very apparent in the waste industry as rates continue to rise dramatically, along with indifferent and inflexible service.

Independents are investing in their futures by continually upgrading technologies. Most of the independents are extremely stable and have been part of their communities in many instances for over fifty years. Long term, the independents are in a unique position to form a coalition to proactively promote additional disposal capacity, recycling opportunities and address mandated regulatory and performance considerations comprehensively. Independents that are working together aggressively can offer the economics of scale as well as the personal touch.

New Ways to Celebrate America Recycles Day 1999

It is not too early to start thinking about how your municipality or organization will celebrate the third annual America Recycles Day in New Hampshire (ARD-NH) coming this November 15, 1999. This will be an exciting year, highlighting children and schools more than ever, with a national America Recycles Day theme...

"For Our Children's future. . . Buy Recycled Today".

Starting in September, municipalities will once again be able to take advantage of ARD-NH by encouraging residents to pledge to recycle or to buy recycled content items. The pledges will then be entered into a national drawing to win the \$200,000 Green Dream Home made of recycled materials. For those under 18, prizes include a trip for four to Disney World, twenty five refurbished state-of-the-art computers to be donated to the recipient's school of choice plus their own computer. NH State prizes will once again include the Walden Paddlers Kayak, made of 100% recycled plastic PETE bottles, and more.

In addition to continuing to work with NH municipalities, libraries, post offices, and businesses, ARD-NH 99 promises a new, expanded program including a NH school's contest with more prizes and a partnership encouraging municipal recreation departments to join in.

Ways you can participate in ARD-NH 99 include:

- Contact your town's recreation department and offer to help set up recycling at town parks, facilities, and/or events.
- Set up a display of recycled products in a public building or at the recycling drop-off.
- Promote your recycling program through local radio, newspapers, TV cable access station, or distributing brochures or flyers.
- Contact your local schools to help with a school-wide or local recycling event or invite students to tour your facility.



For Their Future...



Buy Recycled Today

For more information on how you can celebrate ARD-NH 99 or to register your event, contact Barbara McMillan at the NH Department of Environmental Services, 271-3712 or b_mcmillan@des.state.nh.us.

Celebrate ARD-NH and Win \$7,000 For Your Recycling Program

For ARD-NH 99, New Hampshire the Beautiful, Inc. introduces a statewide contest to determine *the* New Hampshire town that has the winning combination of a comprehensive recycling program, an involved and informed town government and general public, and a regular and readily available hazardous waste collection/recycling program. The winner will receive \$7,000 to be paid for or toward the purchase of recycling equipment as determined by the winning town with a runner-up receiving \$3,000 for the same purpose. All New Hampshire towns and cities are eligible. Application forms are available from New Hampshire the Beautiful, Inc., (888) 784-4442, and must be completed and returned no later than September 15, 1999.

All towns are encouraged to enter this year as next year's contest will be for the Most Improved Program and will require a prior entry. So if your recycling program has room for improvement, start now so you can win next year!

1999 SOLID WASTE CONFERENCE

This is a day-long annual event which includes many topics of interest to solid waste management professional, town officials, and citizens. The day will also include a vendor show. For more information and registration information contact Pat Hannon at 271-2928 or at p_hannon@des.state.nh.us, or register on-line at <http://www.des.state.nh.us/pcas>.

Date: September 16th, 1999 Time: 9:00 AM - 4:00 pm Location: Woodbound Inn, Rindge, NH

Directions to the Woodbound Inn (603) 532-8341

From Points North: Rte I-93 south (turns into I-293) south to Manchester, NH. Do not take I-93 to 101 east after Hookset tolls! Follow 293 south to Rte 101/114 toward Bedford /Milford. 293 South splits with Everett Turnpike (Rte 3) in Bedford, continue to follow 293 to 101 west in Bedford. Follow Rte 101 west to Peterborough, NH. In Peterborough, at the intersection of Rte 101 & Rte 202, go left onto Rte 202 (south). On Rte 202, just past Atlas Fireworks, look for the Woodbound Inn sign on the right. Approximately 1/10 mile past the sign, take a left onto Davis Crossing Road, and take 2nd left onto Woodbound Road. Go 2 miles down. Inn is on the left.

From Points West of Rindge: Rte 101- east, to Rte 124 to Jaffrey, take right at intersection with Rte 202, follow directions above from Rte. 202.

From Points East of Rindge: Rte 3 to Nashua. Take exit 7W to Rte 101A (Amherst St.). Follow to Rte 101 in Milford. Go west on Rte 101 until intersection with Rte 202. Go left, which is south, onto Rte 202. Follow directions above from Rte 202.